



WKMG

# ORDER

Print Date 10/12/12 Page 1 of 5

Flight Dates 10/16/12-10/22/12

Contract / Revision 261842 /

Original Date / Revision  
10/12/12 10/12/12

Advertiser POL/American Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Product  
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1209

Alt Order # 06372292

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 118200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	46	\$100,470.00	\$118,200.00	0.00	10/01/12	10/22/12	46	\$100,470.00	\$118,200.00
Totals	46	\$100,470.00	\$118,200.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	10/19/12	10/19/12	3-4p Doctors The Doctors	CM	3-4p	----1--	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----1--		1		\$500.00		0.00				
E 2	WKMG	10/19/12	10/19/12	4-430p Extra Extra	CM	4-430p	----1--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----1--		1		\$700.00		0.00				
E 3	WKMG	10/19/12	10/19/12	430-5p Inside Edition Inside Edition	CM	430-5P	----1--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----1--		1		\$800.00		0.00				
E 4	WKMG	10/19/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 10/12/12

Page 2 of 5

Contract / Revision

261842

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1209

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/19/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$700.00		0.00			
E 5	WKMG	10/19/12	10/19/12	Fri Prime 8p Hawaii Five-O	CM	8-9p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--					1	\$5,000.00		0.00			
E 6	WKMG	10/19/12	10/19/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----2--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----2--					2	\$500.00		0.00			
E 7	WKMG	10/22/12	10/22/12	3-4p Doctors The Doctors	CM	3-4p	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$500.00		0.00			
E 8	WKMG	10/22/12	10/22/12	4-430p Extra Extra	CM	4-430p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$700.00		0.00			
E 9	WKMG	10/22/12	10/22/12	430-5p Inside Edition Inside Edition	CM	430-5P	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$800.00		0.00			
E 10	WKMG	10/22/12	10/22/12	CBS Evening News CBS Eve News	CM	630-7p	1-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$4,000.00		0.00			
E 11	WKMG	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$700.00		0.00			
E 12	WKMG	10/22/12	10/22/12	Mon Prime 8p Met Yr Mother/Partners	CM	8-9p	1-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$10,000.00		0.00			
E 13	WKMG	10/22/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	2-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	2-----					2	\$500.00		0.00			
E 14	WKMG	10/20/12	10/20/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$2,500.00		0.00			
E 15	WKMG	10/20/12	10/20/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$600.00		0.00			
E 16	WKMG	10/21/12	10/21/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$11,000.00		0.00			



WKMG

Print Date: 10/12/12

Page 3 of 5

Contract / Revision

261842

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1209

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WKMG	10/21/12	10/21/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$11,000.00		0.00						
E 17	WKMG	10/21/12	10/21/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$2,500.00		0.00						
E 18	WKMG	10/21/12	10/21/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$2,500.00		0.00						
E 19	WKMG	10/21/12	10/21/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$400.00		0.00						
E 20	WKMG	10/16/12	10/22/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	1		\$900.00		0.00						
E 21	WKMG	10/21/12	10/21/12	Sun Prime 8-9p Amazing Race	CM	8-9p	-----1	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$12,000.00		0.00						
E 22	WKMG	10/21/12	10/21/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----1	1		\$12,000.00		0.00						
E 23	WKMG	10/18/12	10/18/12	Thu Prime 10p Elementary	CM	10-11p	---1---	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---	1		\$11,000.00		0.00						
E 24	WKMG	10/18/12	10/18/12	3-4p Doctors The Doctors	CM	3-4p	---1---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---	1		\$500.00		0.00						
E 25	WKMG	10/18/12	10/18/12	4-430p Extra Extra	CM	4-430p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---	1		\$700.00		0.00						
E 26	WKMG	10/18/12	10/18/12	430-5p Inside Edition Inside Edition	CM	430-5P	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---	1		\$800.00		0.00						
E 27	WKMG	10/18/12	10/18/12	CBS Evening News CBS Eve News	CM	630-7p	---1---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---	1		\$4,000.00		0.00						
E 28	WKMG	10/18/12	10/18/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WKMG

Print Date: 10/12/12

Page 4 of 5

Contract / Revision

261842

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1209**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 28	WKMG	10/18/12	10/18/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---1---	1		\$700.00		0.00						
E 29	WKMG	10/18/12	10/18/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---2---	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
Week:		10/15/12	10/21/12	---2---	2		\$500.00		0.00						
E 30	WKMG	10/18/12	10/18/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
Week:		10/15/12	10/21/12	---1---	1		\$14,000.00		0.00						
E 31	WKMG	10/16/12	10/16/12	3-4p Doctors The Doctors	CM	3-4p	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Week:		10/15/12	10/21/12	-1-----	1		\$500.00		0.00						
E 32	WKMG	10/16/12	10/16/12	4-430p Extra Extra	CM	4-430p	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		10/15/12	10/21/12	-1-----	1		\$700.00		0.00						
E 33	WKMG	10/16/12	10/16/12	430-5p Inside Edition Inside Edition	CM	430-5P	-1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week:		10/15/12	10/21/12	-1-----	1		\$800.00		0.00						
E 34	WKMG	10/16/12	10/16/12	CBS Evening News CBS Eve News	CM	630-7p	-1-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Week:		10/15/12	10/21/12	-1-----	1		\$4,000.00		0.00						
E 35	WKMG	10/16/12	10/16/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-2-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
Week:		10/15/12	10/21/12	-2-----	2		\$500.00		0.00						
E 36	WKMG	10/17/12	10/17/12	3-4p Doctors The Doctors	CM	3-4p	--1----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Week:		10/15/12	10/21/12	--1----	1		\$500.00		0.00						
E 37	WKMG	10/17/12	10/17/12	4-430p Extra Extra	CM	4-430p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		10/15/12	10/21/12	--1----	1		\$700.00		0.00						
E 38	WKMG	10/17/12	10/17/12	430-5p Inside Edition Inside Edition	CM	430-5P	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Week:		10/15/12	10/21/12	--1----	1		\$800.00		0.00						
E 39	WKMG	10/17/12	10/17/12	CBS Evening News CBS Eve News	CM	630-7p	--1----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
Week:		10/15/12	10/21/12	--1----	1		\$4,000.00		0.00						
E 40	WKMG	10/17/12	10/17/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
Week:		10/15/12	10/21/12	--1----	1		\$700.00		0.00						



WKMG

Print Date: 10/12/12

Page 5 of 5

Contract / Revision

261842

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1209**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 40	WKMG	10/17/12	10/17/12	CBS This Morning The Early Show	CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----					1	\$700.00		0.00			
E 41	WKMG	10/17/12	10/17/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--2----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--2----					2	\$500.00		0.00			
Totals														46	\$118,200.00